

30 Minuten Business-Telefonate (German Edition)

Claudia Fischer



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Haben Sie sich auch schon einmal über die "Servicewüste Deutschland" geärgert? Dabei ist guter Kundenservice gar nicht schwer, wenn Sie im Kundengespräch neben der Inhaltsübermittlung die Gefühlsebene beachten: ein Kunde, der Ihr Unternehmen anruft, möchte mehr als bloße Fakten. Er wünscht sich das Gefühl, dass Sie sein Anliegen verstehen und sich dessen annehmen. Mit Claudia Fischer werden Sie zum Telefonspezialisten. Sie zeigt, wie Sie sich optimal auf das Gespräch vorbereiten, mit verschiedenen Gesprächstypen umgehen und verärgerte Kunden zu Stammkunden machen.

Lesen Sie, wie Sie

- * mit der Zauber-Sprache den Kunden begeistern,
- * die Profi-Stufen erfolgreicher Gesprächsführung nehmen,
- * von der Reklamation zur Referenz kommen.



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Richard Manning:

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